

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# Build Big Profits with Live Merchandise!

Buy  
Wholesale  
Dependable  
Nursery  
Stock  
of  
Proven  
Merit



Roses  
Perennials  
Vines  
Shrubs  
Fruits  
Etc.

LIBRARY  
MAY 18 1938  
U. S. Department of Agriculture

*An Open Letter  
to the Trade!*

Gentlemen:

Many of the better stores have through handling Roses and Shrubs for the past number of years found it decidedly profitable, thus continuing to buy from us in increasing quantities year by year.

Owing to the quality of our selected Nursery stock, the modern and practical method of packing, the cultural directions and color reproductions from actual photographs supplied to you, it is now unnecessary for your sales force to have knowledge of plants or planting.

Why not provide a special department to cash-in on this highly profitable line?

Economy Nursery Co.,  
Little Silver, N. J.

Selling Helps that include actual photos reproduced in natural colors are sent free with our Roses and Shrubs



For the "Big Money Making Plan"

See Inside



## Why These Roses Are Superior . . . . .



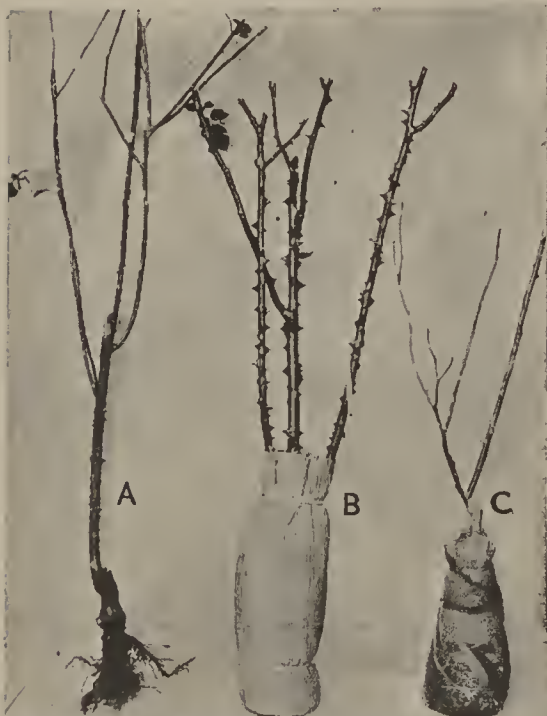
### IMPORTANT

We spray our Roses each week during the growing season—hence no fungous diseases.

THE photograph below shows the roses blooming in the nursery a few weeks before digging time. All of the plants were regularly sprayed and pruned; they are now mature, hardy specimens ready to bloom again shortly after transplanting.

The photograph at the left shows how our specimen plants differ from those often sold at "bargain" prices.

- (A) A discarded hothouse rose bush. This plant has been FORCED for several years to produce roses for the Florist Shops. It is now prematurely aged and, therefore, the grower discards it to make room for a younger plant.
- (B) The mature field-grown rose plant, budded on that finest of root systems, Multiflora Japonica. This rose is hardy because it was grown out-of-doors under severe climatic conditions, having withstood severe winter weather. This type of plant is in every respect the hardiest and best for garden planting.
- (C) The immature field-grown rose plant. This type of plant lacks the size and vigor of the mature specimen, it is the so-called "bargain" field-grown rose. This type has not the stamina or hardihood of specimen "B" as it has not been subjected to the severe hardening effect of winter.



ECONOMY NURSERY COMPANY  
LITTLE SILVER, N. J.

# Guess-Work Removed

## MR. BUYER:



ABOVE

Showing our method of packing in handy corrugated cartons each containing 50 rose bushes. Reduces shipping weight and handling effort. Easily displayed.

AT RIGHT

Showing two standard "Economy" styles of wrappings, both water-proofed. Plants are wax treated.

a. Burlap wrapped plant has an inner wrapping of water-proofed paper.

b. Waterproofed crepe paper wrapped plants.



*Just to Help  
You Sell,*

*We Supply*

Cultural directions in pad form distributed without charge. Tells whole story of planting, culture and care necessary, in simple understandable language. Saves salespeople time.

Faithful reproductions of every item in full color, mounted on heavy display board.

Large wall charts picturing 64 of the best selling and most popular varieties of Roses—in full natural color. An excellent advance aid and guide for selling Rose Bushes.

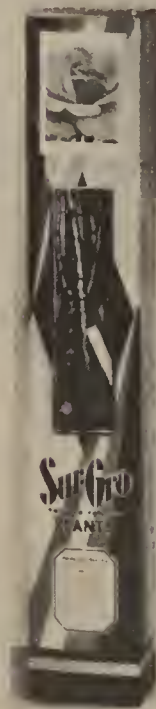
Newspaper mats—envelope stuffers—samples without charge.

Shown on this page are illustrations covering basic, logical steps in the production, handling, packing and merchandising of nursery products—particularly Rose Bushes. These show Rose Bushes in various price ranges—and simplify therefore your buying procedure.

Increased facilities—plus natural growth enable us now, as never before to supply the trade with complete Spring Nursery Department requirements—at prices that were never lower.

Backed by over a half century of successful nursery products merchandising experience, we can show you how to stage resultful, profitable garden promotions. Some of our past and recent Store promotion plans have won country wide editorial feature stories in trade journals and newspapers.

Right up to the minute in packaging developments—some of which are shown on this page—plus high grade field-grown nursery stock—and a service that cannot be duplicated—these are just a few of the reasons why we believe we can help build up and boost your Garden Department sales. Let us prove it!

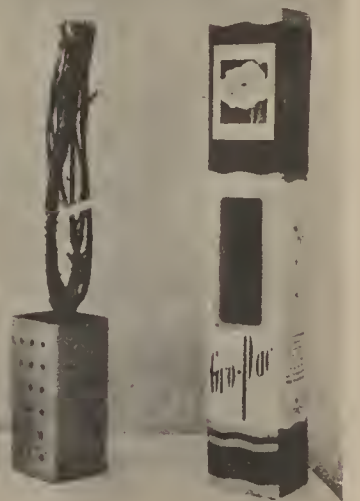


"SUR-GRO" individually boxed Rose. This is same plant as illustrated above but individually boxed with picture in natural colors showing variety of Rose. Packed 20 in a handy shipping carton.



A "GRO-PAC" Rose—dug from its growing location three months after planting. Note vigorous growth of root system fully developed in this short time due to large amount of plant food originally supplied in the package.

"GRO-PAC" individually boxed Rose—pre-planted under our own patents with ideal garden soil encased about the roots. Illustration shows complete plant inner packing—soil is held firmly in special container of material which quickly disintegrates and becomes part of the soil when planted. Packed 15 in a handy shipping carton.



# ECONOMY NURSERY Co.

LITTLE SILVER — NEW JERSEY





These special prices cover nothing but selected field-grown plants such as can be depended upon to produce almost immediate and thoroughly satisfactory results, shipped f.o.b. destination, freight allowed.

Quantities of printed Cultural Directions for distribution to customers, mats for newspaper advertising, statement stuffers, also pictures in natural colors, covering each item, mounted on display-board, furnished with each order at no additional charge.

If colored picture tags are desired, we will furnish them at 3/4¢ per plant additional.

Those varieties marked (\*) we especially recommend as being most desirable, same having been determined by our past and long experience.

HARDY FIELD-GROWN ROSES - First-class plants sufficiently heavy to bloom freely the same season planted, root-wrapped, @ 18¢ each. Packed in individual boxes, @ 20¢ each.

Also extra heavy, selected field-grown, (occasionally offered as three year grade) plants, root-wrapped, @ 22¢ each. Packed in individual "Sur-Gro" boxes, 25¢ each. (see illustration)

BUSH ROSES - TWO-YEAR, FIELD-GROWN, STRONG,

VIGOROUS STOCK.

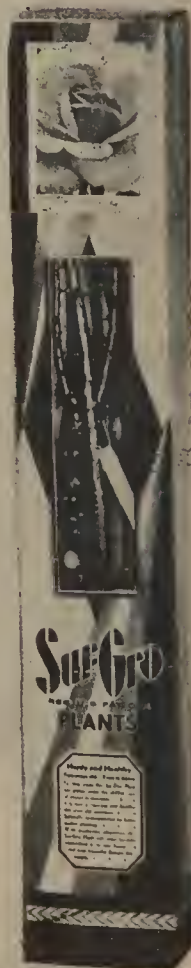
SHADES OF RED



E. G. Hill.

\*American Beauty  
 \*Ami Quinard  
 \*Chas. K. Douglas  
 Crusader  
 Cuba  
 \*E.G. Hill  
 Essence  
 \*Etoile de France  
 \*Etoile de Hollande  
 F.J. Grootendorst  
 \*Francis Scott Key  
 General Jacqueminot  
 General Mac Arthur  
 Grenoble

\*Gruss an Teplitz  
 \*Hadley  
 Hollywood  
 Hoosier Beauty  
 K. of K.  
 Lord Charlemont  
 \*Margaret McGredy  
 McGredy's Scarlet  
 \*Padre  
 \*Red Radiance  
 \*Sensation  
 Ulrich Brunner  
 Vaterland



BUSH ROSES - TWO-YEAR, FIELD-GROWN, STRONG, VIGOROUS STOCK



LADY MARGARET STEWART

SHADES OF YELLOW

Dotty  
\*Duchess of Luxembourg  
Duchess of Wellington  
Feu Joseph Looymans  
Golden Ophelia  
Golden Dawn  
\*Joanna Hill  
\*Julien Potin  
Lady Forteviot  
\*Lady Hillingdon  
\*Lady Margaret Stewart  
Mrs. Aaron Ward  
\*Mrs. E.P. Thom

\*Mrs. Pierre S. Dupont  
Norman Lambert  
\*Rev. F. Page-Roberts  
Romance  
Roselandia  
Roslyn  
Sister Therese  
Soleil d'Or  
\*Souv. de Claudius Pernet  
Souv. de Mme. Chambard  
\*Sunburst  
Sunkist  
Ville de Paris



BRIARCLIFF

SHADES OF PINK

\*Betty Uprichard  
\*Briarcliff  
\*Columbia  
Dainty Bess  
\*Dame Edith Helen  
\*Edith Nellie Perkins  
Editor McFarland  
Imperial Potentate  
J. Otto Thilow  
\*Jonk. J.L. Mock  
Killarney  
Killarney Brilliant  
La France  
\*Los Angeles  
Lucie Marie

\*Mary, C. of Ilchester  
Miss Rowena Thom  
\*Mme. Butterfly  
Mme. Caroline Testout  
\*Mrs. Charles Bell  
Mrs. Henry Bowles  
Mrs. Henry Morse  
Mrs. Lovell Swisher  
Ophelia  
Paul Neyron  
Premier Supreme  
\*Radiance  
Rapture  
Wm. F. Dreer  
\*Willowmere

SHADES OF WHITE

\*Caledonia  
\*Dbl. White Killarney  
Edel  
\*F.K. Druschki

\*K.A. Victoria  
Mme. Jules Bouche  
Portadown Ivory

AUTUMN, OR ART SHADES

\*Angele Pernet  
\*Autumn  
\*Charles P. Kilham  
Condesa de Sastago  
\*Duchess of Athol  
Duquesa de Penaranda  
Gaiety  
Gorgeous  
\*Gruss an Coburg  
Independence Day  
Leonard Barron

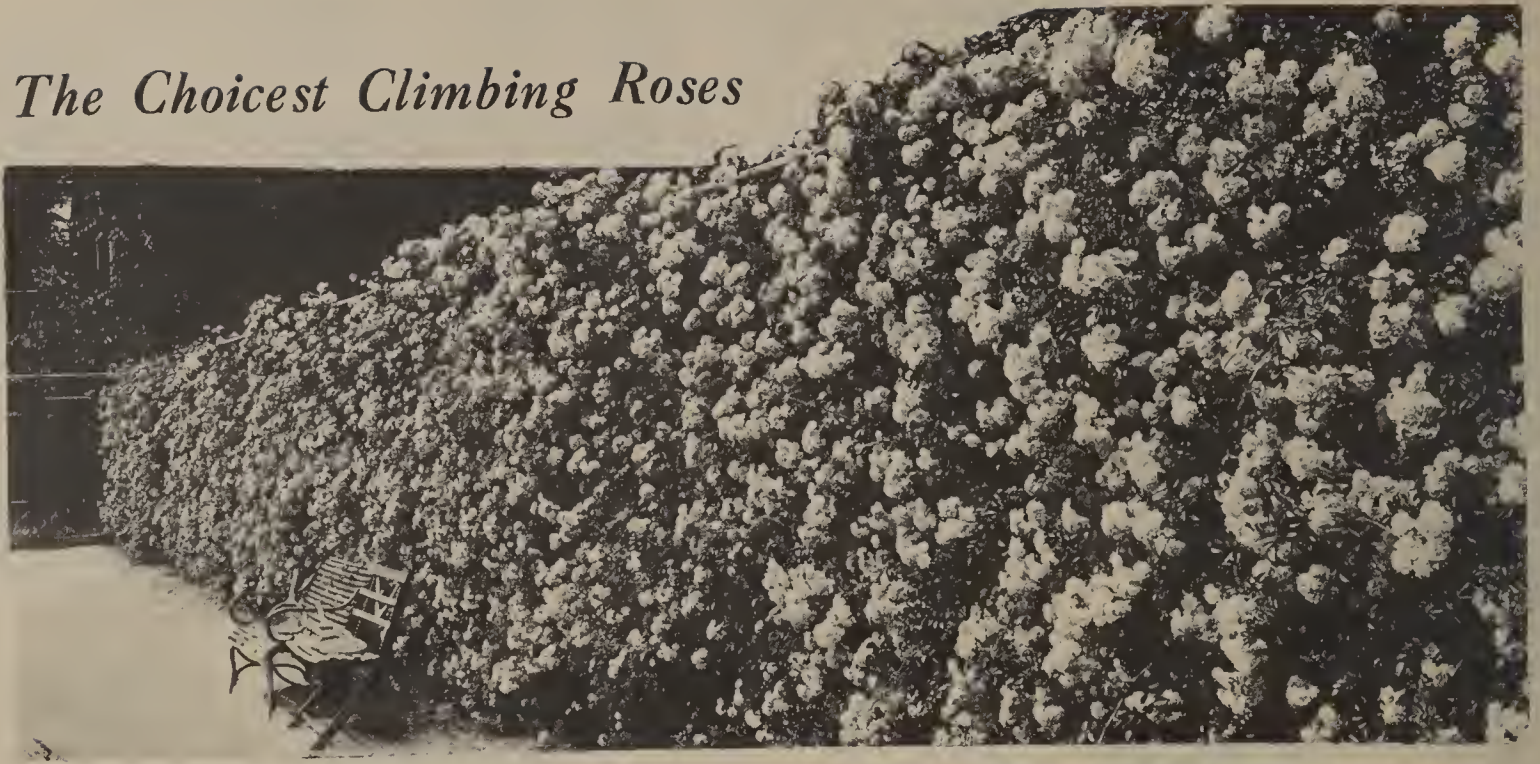
Li Bures  
Mme. Nicholas Aussell  
\*Mevr. G.A. Van Rossem  
\*Mme. Edo. Herriot  
Mrs. Sam McGredy  
Mrs. W.E. Nickerson  
Olympiad  
\*Pres. Herbert Hoover  
Souv. de Georges Pernet  
\*Talisman  
Wilhelm Kordes



Mevrouw G. A. van Rossem



## The Choicest Climbing Roses



CLIMBING ROSE BUSHES - Strong two-year, field-grown plants, root-wrapped, @ 18¢ each. Individually boxed, 20¢ each. Also, extra-selected two-year old, field-grown plants, root-wrapped, @ 22¢ each. Individually boxed, 25¢ each.

American Pillar (cherry-pink)  
 Aviateur Bleriot (yellow)  
 \*Cl. Amer. Beauty (crimson)  
 Cl. Pres. H. Hoover (maroon)  
 Cl. Talisman (red & gold)  
 Crimson Rambler (vivid crimson)  
 Dorothy Perkins (shell pink)  
 \*Dr. W. Van Fleet (flush pink)  
 Excelsa (intense crimson)  
 Flower of Fairfield (crimson)  
 \*Gardenia (yellow)

Jacotte (coppery-yellow)  
 Lady Gay (pink)  
 Mary Wallace (pink)  
 Mme. Greg. Staechelin (pink)  
 \*Paul's Scarlet (scarlet)  
 Roserie (shades of pink)  
 Scorchers (scarlet)  
 \*Silver Moon (white)  
 \*Tausendschon (pink)  
 White Dorothy Perkins

BABY RAMBLER, OR POLYANTHA ROSES - Rapidly coming into popularity. Field-grown plants sufficiently heavy to bloom the same season planted @ 18¢ each. Also extra-heavy two-year field-grown plants @ 22¢ each.



Crimson Baby Rambler (red)  
 Else Poulsen (rose-pink)  
 George Elger (yellow)  
 Gloria Mundi (orange-scarlet)  
 Golden Salmon (orange)  
 Gruss an Aachen (orange-salmon)  
 Ideal (dark scarlet)  
 Katharina Zeimet (white)  
 Kirsten Poulsen (bright scarlet)  
 Lafayette (cherry-crimson)

BABY RAMBLER



# WHOLESALE AND RETAIL PRICES ON PATENTED ROSES

WHOLESALE PRICES are uniform everywhere.



CLIMBING ROSE, "BLAZE"

New Everblooming Paul's Scarlet Climber.  
Awarded U. S. Plant Patent No. 10.



VIVID MASON

Variety	Wholesale Prices	Retail Prices
Alezane .....	\$ .75	\$ 1.25
Alice Harding .....	1.20	2.00
Amelia Earhart .....	.75	1.25
Anne Poulsen .....	.60	1.00
Better Times .....	.75	1.25
Blaze .....	.60	1.00
Carillon .....	.60	1.00
Countess Vandal .....	.60	1.00
Doubloons .....	.90	1.50
Eclipse .....	.90	1.50
Gloaming .....	.75	1.25
Gloire du Midi .....	.60	1.00
Golden Climber .....	.60	1.00
Golden Main .....	.90	1.50
Gov. Alfred E. Smith ...	.60	1.00
Jean Cote .....	1.20	2.00
Mary Hart .....	.60	1.00
Matador .....	.75	1.25
McGredy's Pink .....	.90	1.50
McGredy's Triumph .....	.90	1.50
Mrs. Francis King .....	.75	1.25
New Dawn .....	.90	1.50
Nigrette .....	.60	1.00
Permanent Wave .....	.60	1.00
Polar Bear .....	.60	1.00
Princess Van Orange ....	.60	1.00
Radiant Beauty .....	.75	1.25
Rex Anderson .....	.90	1.50
Rheingold .....	.60	1.00
Rochester .....	.60	1.00
Rocket .....	.60	1.00
Rome Glory .....	1.20	2.00
Ronsard .....	.90	1.50
Signora .....	.90	1.50
Snowbank .....	.60	1.00
Souvenir .....	.60	1.00
Summer Snow .....	.90	1.50
Texas Centennial .....	.36	.60
Token .....	.75	1.25
Vivid Mason .....	.60	1.00
White Aachen .....	.60	1.00
White Briarcliff .....	.75	1.25
Yosemite .....	.60	1.00

WHEN ORDERING LESS THAN  
FIVE OF A VARIETY, ADD  
10% TO THE PRINTED PRICE

RETAIL PRICES. It is the established policy that purchasers of these patented and nationally advertised roses shall not list or sell them at less than the per each or per dozen retail prices as established for the current season (not less than three of a kind at dozen rates) or include them in any group, collection or combination offers except in connection with other patented roses, the retail selling prices of which are definitely established, and then only in groups of not less than three patented plants and at a total selling price for the group figured at not less than the dozen rate of each plant in the group - also that these patented plants are not to be featured as a premium in any instance and that failure to comply with this policy will result in discontinuance of the supply.

# Hardy Flowering Shrubs

VARIETY

EXTRA SELECTED

SELECTED

HEAVY GRADE

STANDARD GRADE

(GROUP A)

(Individually Root-Wrapped)

Althea, Rose of Sharon	16¢	12¢
Buddleia Farquhari	"	"
Deutzia, Crenata	"	"
Deutzia, Pride of Rochester	"	"
Forsythia, Golden Bell	"	"
Honeysuckle Bush	"	"
Indian Currant	"	"
Philadelphus, Mock Orange	"	"
Snowberry	"	"
Spiraea Anthony Waterer	"	"
Spiraea Van Houttei	"	"
Tamarix	"	"
Weigelia Rosea	"	"
Willow, Pussy	"	"

(GROUP B)

Calycanthus	20¢	15¢
Cydonia Japonica	"	"
Dogwood, Red Bark	"	"
Golden Privet	"	"
Lilac, Purple	"	"
Spiraea Thunbergii	"	"

(GROUP C)

Barberry, Red-leaf	22¢	16¢
Lilac, White	"	"
Weigelia, Eva Rathke	"	"

(GROUP D)

Almond, Pink Flowering	28¢	22¢
Almond, White Flowering	"	"
Beauty Bush	"	"
Hydrangea, A.G.	"	"
Hydrangea, P.G.	"	"
Lilac - French, Purple	"	"
Lilac - French, Red	"	"
Lilac - French, White	"	"
Philadelphus Virginale	"	"
Viburnum, Opulus Sterilis	"	"



Butterfly Bush



French Lilac



(Weigelia Eva Rathke)



Economy Nursery  
Co. Storage House  
—Over 260,000 Cu.  
Ft. Capacity.



# HARDY CLIMBING VINES

(Individually Root-Wrapped)

Bittersweet	16¢
Boston Ivy	18¢
Clematis, Blue	20¢
Clematis, Paniculata	16¢
Clematis, Red	20¢
Hall's Honeysuckle	16¢
Scarlet Trumpet Honeysuckle	16¢
Silver Lace Vine	22¢
Trumpet Vine	16¢
Virginia Creeper	16¢
Wisteria, Purple	18¢
Wisteria, White (extra large)	30¢



SWEET AUTUMN CLEMATIS (*Clematis paniculata*)

## DWARF TREES

(Individually Root-Wrapped)



Cornus Florida Rubra, 18-24" .....	\$ .60
Cornus Florida Rubra, 2-3' .....	.80
Cornus Florida Rubra, 3-4' .....	1.25
Cornus Florida Rubra, 4-5' .....	2.25
Cornus Florida, White, 4-5' .....	.75
Crab, Dbl. Flowering, 3-4' .....	.75
Crab, Dbl. Flowering, 4-5' .....	.90
Kwanzan Cherry, 3-4' .....	.75
Kwanzan Cherry, 4-5' .....	.85
Lombardy Poplar, 5-6' .....	.25
Lombardy Poplar, 6-8' .....	.35
Maple, Jap. Red-leaf, 18-24" .....	1.00
Maple, Jap. Red-leaf, 2-3' .....	1.50
Mountain Ash, 5-6' .....	.75
Paul's Scarlet Hawthorne, 3-4' .....	.75
Paul's Scarlet Hawthorne, 4-5' .....	1.00
Peach, Dbl. Flowering 3-4' .....	.25
Peach, Dbl. Flowering, 4-5' .....	.35
Prunus Pissardi, 4-5' .....	.40



## Hedge Plants

Barberry, 9-12" - 2 year .....	\$25.00 M.
Barberry, 12-18" - 2 year .....	30.00 M.
Barberry, 18-24" - 2 year .....	45.00 M.
Barberry, 12-18" - Transplanted .....	70.00 M.
California Privet, (Special Bargain Grade) 2 year - 12-18" .....	12.00 M.
California Privet, 12-18" .....	15.00 M.
California Privet, 18-24" .....	20.00 M.
California Privet, 2-3' .....	30.00 M.



## Fruit Trees

All Popular Varieties, First-  
Class Trees

Apple, Baldwin .....	.45
Apple, Delicious .....	.45
Apple, McIntosh .....	.45
Apple, Grime's Golden .....	.45
Apple, Staymen's Winesap .....	.45
Apple, R.I. Greening .....	.45
Apple, Yellow Trans. ....	.45
Cherry, Black Tartarian .....	.60
Cherry, Early Richmond .....	.60
Cherry, Gov. Wood .....	.60
Cherry, Montmorency .....	.60
Cherry, Yellow Spanish .....	.60
Peach, Belle of Georgia .....	.33
Peach, Early Crawford .....	.33
Peach, Elberta .....	.33
Pear, Bartlett .....	.60
Pear, Kieffer .....	.60
Pear, Seckel .....	.60
Plum, Abundance .....	.50
Plum, Blue .....	.50
Plum, Bradshaw .....	.50
Plum, Burbank .....	.50
Plum, Grand Duke .....	.50
Plum, Reine Claud .....	.50
Plum, Shropshire Damson .....	.50

## GRAPE VINES

Grape, Catawba .....	.09
Grape, Concord .....	.09
Grape, Niagara .....	.09

## SMALL FRUITS

Asparagus (25 in Bunch) .....	.30
Blackberry, Blowers .....	.07
Currant .....	.15
Gooseberry, Downing .....	.15
Raspberry, St. Regis (12 in Bunch) ..	.40
Rhubarb .....	.10
Strawberry, Mastodon (12 in Bunch) ..	.20



# HARDY PERENNIALS

Strong blooming age plants @ 9¢ each  
except as noted.

(Individually Root-Wrapped)

Asters, Hardy  
Astilbe, Peach Blossom @ 12¢  
Anemone, Japonica @ 12¢  
Balloon Flower (Platycodon)  
Bleeding Heart (Dicentra) @ 12¢  
Blue Sage (Salvia)  
Canterbury Bells  
Carnations, Hardy  
Chrysanthemums  
Columbine  
Coreopsis  
Cornflower Aster (Stokesia)  
Delphinium, Dark Blue  
Delphinium, Light Blue  
Delphinium, Hybrids  
Forget-Me-Not  
Foxglove  
Gaillardia  
Golden Glow  
Helenium  
Helianthus  
Hemerocallis  
Hollyhocks  
Iris, Garden  
Iris, Japan  
Larkspur  
Lily of the Valley  
Lupines  
Mallow Marvels  
Oriental Poppy @ 12¢  
Painted Daisy  
Peonies @ 12¢  
Pinks, Hardy  
Phlox  
Shasta Daisy  
Speedwell (Veronica)  
Sweet William  
Violets, Hardy  
Yucca, Green-leaf  
Yucca, Variegated-leaf @ 12¢



PHLOX

DELIVERY! Every repeat order during your rush season will leave the nursery within 2 hours after arrival .. and by EXPRESS COLLECT unless instructed otherwise.

PACKING! The roots are protected with a special moisture-holding peat, then wrapped in waterproof paper. Each package is identified with a label, and is neat and clean.

DISPLAY! Each unit of 25 roots is delivered to you in a counter carton made of green fibre-board. Your counters are orderly, and attractive.

VARIETIES! Those listed on the opposite side have been the most popular in the past, however, if you want any varieties not listed, please write to us for further information.

## ECONOMY NURSERY COMPANY

### LITTLE SILVER, N. J.

An organization devoted to the efficient handling of large quantity orders



Front View of Economy Storage House.



Rear and Side View of Economy Storage.



Rear View of Economy Storage House Showing Railroad Siding and Car Being Loaded.



Bins of Roses in Economy Storage.

Our packing plant is situated on railroad siding for prompt and efficient service, and includes overhead conveyances and other modern ideas for quick marketing.

Economy Nursery storage and packing plants are built of concrete and are frost-proof and maintained at proper humidity to keep our stock in a healthy and vigorous growing condition.



Boys Wrapping Roses in Economy Storage, Showing Label Racks in Rear. Also Conveyor for Transporting Stock.